

## **PURE AWARDS 2024: TERMS AND CONDITIONS**

### **ENTRY CRITERIA**

- There is no cost for entering the PURE Awards 2024
- All entries must be for registered delegates for PURE Life Experiences 2024
- All entries must be for an itinerary project, initiative, campaign or activity that was introduced from April 2023 onwards.
- Entries must meet the maximum character limits outlined, with four large, relevant, high quality images (minimum of 300dpi) supplied in JPEG, EPS or PDF format
- All entrants will be judged solely on the quality of their entry, so make sure it's informative and original! We expect the standard of entries to be very competitive, so please think about the categories that you are applying for and how you can stand out
- All entries must be submitted via the forms by 30 April 2023. If you experience any difficulty with the form, please contact [pure@thisisbeyond.com](mailto:pure@thisisbeyond.com)
- In the event that an entry is inaccurate or incomplete, does not comply with the conditions for entry, or is deemed (at the sole discretion of PURE Life Experiences) ineligible for any other reason, the relevant entry will be disqualified

### **SHORTLIST AND WINNERS**

Pure Life Experiences will draw a shortlist for each category solely on the basis of the information provided in the entries for that category, at the discretion of PURE Life Experiences and in accordance with these Terms and Conditions:

- The shortlist will be determined by the judging panel, comprising a selection of the world's best experiential travel journalists and media
- Shortlisted candidates will be informed via email and also announced on the PURE website
- Shortlisted entries may be required to supply images and other information to PURE Life Experiences to be used for display in PURE Life Experiences' marketing materials leading up to PURE Awards 2024 and during the week of the event. Entrants authorise PURE Life Experiences to publicly display all and any such images and information provided for this purpose
- Shortlisted entrants will be required to attend (on a fully hosted basis) the PURE 2024 Innovation Lab in Morocco. Held in the days leading up to PURE, 6 - 8 September. If a shortlisted entrant cannot attend, they may, by prior agreement from PURE Life Experiences, nominate a colleague with equal/similar seniority to attend in their place.
- Winners will be determined through independent voting on the shortlist from PURE 2024 delegates
- The winners will be announced at the PURE 2024 Awards Celebration
- PURE Life Experiences' decisions relating to shortlisting and granting of Awards is final and PURE Life Experiences will not enter into any correspondence or discussion with any entrants on any subject. Nor will PURE Life Experiences accept any submissions, representations or appeals with regard to such decision.

### **PURE Life Experiences reserves the right to:**

- Disqualify entries that do not comply with these Terms & Conditions or for any other reason
- Not reward any particular Award in any given category
- Move an entry to an alternative category without notice, if PURE Life Experiences feels it would be better suited to that category
- Disqualify any entry that is a product of two or more companies that does not have the agreement of all parties